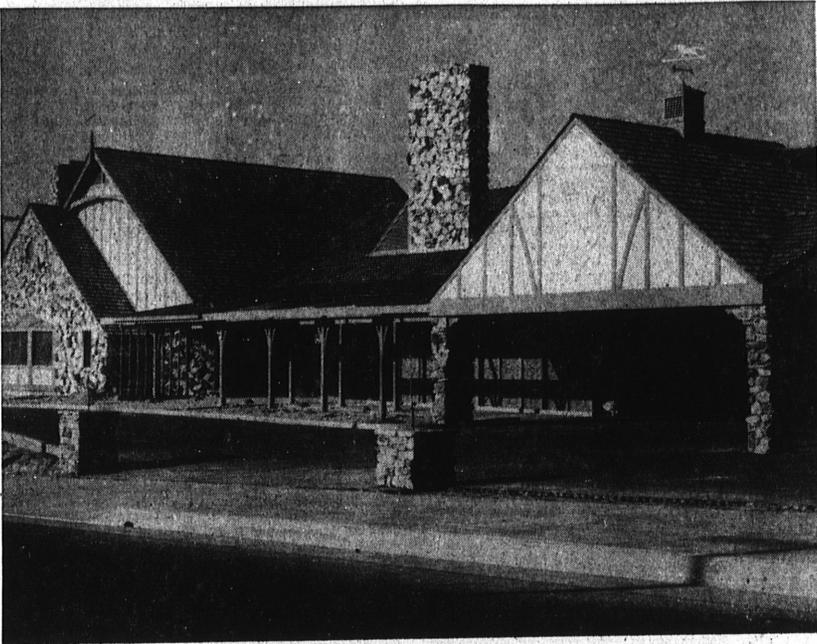


(ESTABLISHED JAN. 1, 1914)

TORRANCE, CALIF., THURSDAY, NOVEMBER 22, 1956



PLUSH HORSE RESTAURANT COMPLETED . . . Construction of The Plush Horse, luxurious \$1,300,000 restaurant at 1700 S. Pacific Coast Hwy., Redondo Beach, has just been completed for owners Elsie and Harold Gelber.

The architecturally distinguished dining establishment will open early next month. Designer of The Plush Horse, an English-Normandy styled structure, is Architect Martin Stern, AIA.

Gelbers Prepare to Open Plush Horse Next Month

Completion of the million-dollar prestige restaurant, The Plush Horse, the most luxurious dining establishment ever to be built on the Pacific Coast, has been announced by Elsie and Harold Gelber, owners of the imposing project that has been under construction for nearly a year at 1700 S. Pacific Coast Hwy., Redondo Beach.

Formal opening of one of America's most architecturally distinguished restaurants, which will be attended by virtually all of Los Angeles' Southwest and South Bay civic leaders, will be next month. The general design and decorative scheme of The Plush Horse is contemporary English. The two-story rambling structure occupies more than 22,000 square feet on a three-acre corner property site at the "Gateway to Palos Verdes." It was designed by Architect Martin Stern, Jr., and built by Contracting Engineers Co. The Gelbers disclosed that the land, building and fixtures represent an investment of approximately \$1,300,000.

Intimacy Stressed
Though the restaurant is physically enormous, emphasis on an intimate, luxurious and friendly atmosphere with the scale and comfort of an elegant English tavern was achieved through unusually pleasing architectural effects. Prominently featured are open-beamed ceilings, dark-paneled walls with lavishly timbered adornments, and stained-glass picture windows. Two huge fireplaces and massive sections of the exterior feature an extensive use of Palos Verdes stone. Elegance and charm are further underscored by a profusion of imported British decor fixtures that embellishes as well as harmonizes with the basic tavern theme. Modern appointments are also incorporated within the relaxed rustic decor, integrating modern California living with the traditional English setting.

Predominant interior colors are varying shades of green, brown, red and black; and various wall patterns display gaily plumed or fancily caparisoned horses. Decor was conceived and planned by Elsie (Mrs. Harold) Gelber, and working in conjunction with her was Donna Courtney, renowned interior designer and color consultant.

All Air-Conditioned
Richly leathery circular booths are featured in the dining areas, where one section flows gracefully into another, and other curved

booths are built into a luxuriously cozy but not confining cocktail-lounge. The combined seating accommodations are about 275 persons. Carpeting and all furniture and furnishings were custom-made. The restaurant is completely air-conditioned, equipped with custom-designed acoustics, the latest controlled lighting and public address systems.

The handsome English Normandy influence is strongly suggested in the distinctive styling of the exterior with its natural stonework, timbered paneling and red brick construction. The high roof is crowned with steep gables, one of which adorns the wide porte-cochere, which is conveniently reached from the Pac. Coast Hwy. by a private driveway leading to the main entrance.

Ample Parking
Pastoral landscaping and terracing further enhances the

imposing Plush Horse setting, providing a warm and inviting facade to guests and passers-by. Adjoining the restaurant are nearly two acres of guest auto parking space.

The pretentious private-party rooms flank opposite sides of the spacious kitchen. With a combined seating capacity for 325 guests, the party or banquet rooms are also available for smaller social and business gatherings. Both are picturesquely appointed with artifacts accentuating the provincial English motif.

Supporting the dining activity is a tile and stainless steel kitchen, gleaming with the most modern automatic equipment of the electronic age. For the enormous culinary undertaking ahead, the equipment includes steam pressure cookers, \$50,000 dishwashing facilities, walk-in refrigerators and a complete bakery and pastry shop.

Pancake Race Set Saturday

A pancake race for housewives will be held this Saturday at a breakfast to raise funds for Boy Scout Troops 785 and 953.

The breakfast will be held at Border's Market, Redondo Beach Blvd. and Prairie Ave., from 7 a.m. to 1 p.m. The pancake race, for ladies over 18 who do some form of housework, will be held from 10 to 11.

The ladies will flip the pancake from a skillet, over a seven-foot wire, and back into the skillet, which must be carried to another spot. Rules, entry blanks, and tickets may be obtained from Jack Ward, 4035 W. 176th St., Kenneth McVey, 3825 W. 176th St., or the market. Prizes will be given by the market and the winner will go to the state pancake race at Disneyland.

Proceeds of the breakfast will go to the troops, sponsored by the Holy Name Society of St. Catherine Labouré Church and Perry School.

'Letter to Santa' Contest Rules

1. Any child in the Torrance HERALD circulation area up to and including eighth graders may enter the HERALD'S "Letter to Santa" contest.
2. Letters will be judged by an impartial panel of judges for originality, neatness, and clarity of thought.
3. Merchandise certificates valued at \$15 will be awarded for the best letters by a girl and boy in the fourth grade and under, and additional \$15 merchandise certificates for the best letters by a girl and boy in the fifth to eighth grades. Total prizes to be four (4) \$15 merchandise certificates redeemable at the downtown Torrance store of the winner's choice.
4. All letters should be signed by the name of the sender, and include the home address and grade in school.
5. Today is the opening day of the contest, and the final letters must be in the HERALD office by 5 p.m. Saturday, Dec. 15. Winners will be announced in the Thursday, Dec. 20 HERALD.
6. Representative letters each week will be published in the HERALD as space permits.
7. Letters should be addressed to either Santa Claus or the Christmas Editor, c/o Torrance HERALD, 1619 Gramercy Ave., Torrance.
8. All letters become the property of the Torrance HERALD.

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Marine Hurt In Collision

Francis Aubach, 19, a U.S. Marine, suffered a fractured skull when the taxi in which he was riding was involved in a collision on Hawthorne Ave. at 182nd St. Sunday.

Officers said he was riding in a cab driven by Genevieve Williams, 23, of Lawndale. The other motorist was Joseph L. Dow, 28, of 21821 Barbara St. Aubach was removed to the hospital at the El Toro Marine Air Station after initial care at Harbor General Hospital.

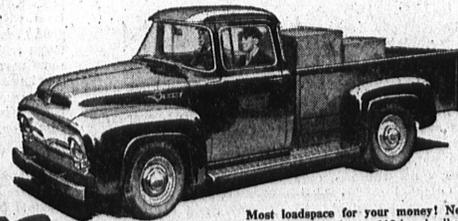
A motorcyclist, Joe L. Austin, 20, of Redondo Beach, suffered cuts and bruises when his two-wheeler was involved in a collision with a car on Hawthorne Ave. at Talisman Dow, 28, of 21821 Barbara St. on Sunday. The motorist was Paul E. Eaton, 30, of 4567 Narrot St.



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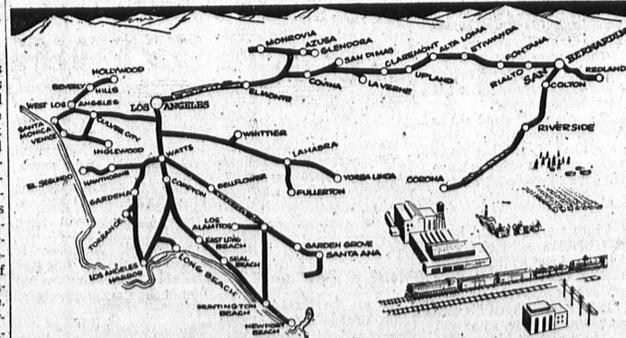
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